

## CASE STUDY

CATALOGS + PUBLISHING

# HYPERCO, AN MW INDUSTRIES COMPANY



## OVERVIEW

Hyperco, an MW Industries company, is a manufacturer of custom and stock high-performance suspension coil springs and related components that improve total performance, aesthetics and durability of your vehicle. Their products are available through direct sales, catalogs and distributors to original equipment manufacturers and aftermarket customers in the motorsports, off-road, powersports, street performance and automotive markets.

## THE CHALLENGE

Starting from behind the eight ball, we had to become familiar with their product, customers and messaging in order to completely redesign, organize, produce and print 2,500 forty page catalogs for an upcoming trade show in 5 weeks.



## THE SOLUTION

We developed new creative that appealed to their target market while remaining consistent with their brand. We established a hierarchy of company info and product offerings in addition to segregating the catalog content to their three main markets. Streamlining their product and pricing content allowed us to maximize page count which in turn cut down on production time and print cost. We met the deadline and the catalog was and is well received by their customers – and we're happy to have Hyperco as an ongoing client.